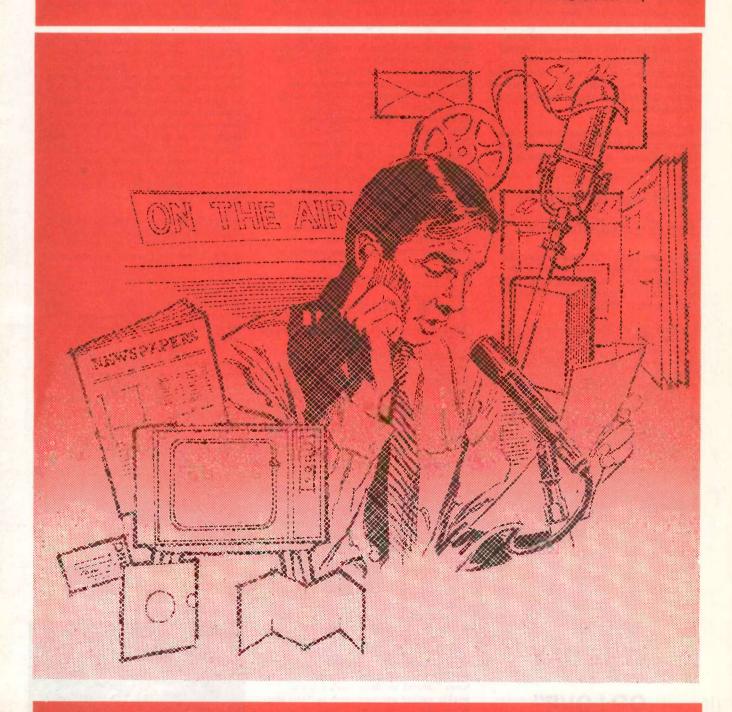


THIRTY CENTS

November 20, 1971



### McDougall gets Hogtown treatment from critics Mom & Dads breaking

Winnipeg's Robbie McDougall came to Toronto town without any fanfare, just his magnificent talent under one arm and manager Don Hunter on the other. He billeted at the Four Season's Motor Hotel, where he became the pet of the house. The manager of The Studio, downstairs lounge made famous by the Elwood Glover "Luncheon Date" from where it is televised each day, allowed McDougall the use of the piano to rehearse his big show with Jose Feliciano at the O'Keefe. As soon as McDougall got into his classical/pop thing, staff, customers and just passersby, moved into the Studio to give a listen to this young genius. The ages ranged from 16 up to 65 and when he had completed his rehearsal bit be received a standing ovation from this impromptu audience.

What happened to McDougall the next day was to be expected. Now that Toronto has lost a newspaper; not that the Telegram

# A&M certify albums for Canadian gold

Gerry Lacoursiere, Managing Director for A&M (Canada) has recently certified ten albums as having "outstanding sales" and will shortly be presented with the Gold Leaf Awards by RPM.

Certifying for Canadian Gold were: "Tea For The Tillerman" and "Teaser & The Fire Cat" - both sets by Cat Stevens, the latter certifying on release; The Carpenters' "Close To You" and "The Carpenters"; "Greatest Hits" by Herb Alpert & Tijuana Brass; Lucille Starr's "The French Song"; the A&M/Ode release of "Tapestry" by Carole King; and Joe Cocker's "Mad Dogs & Englishmen", "Joe Cocker', and "With A Little Help From My Friends".

Lacoursiere presented Cocker with his Gold during his recent Toronto engagement and will be taking duplicate copies of the large awards to A&M's Los Angeles head-quarters where they will be used as a lobby display.

Stevens is enjoying good chart action with his releases, "Teaser" and "Tea" as is Carole King with "Tapestry" and the two Carpenter sets, "Close To You" and "The Carpenters".

"THE DAY
OF LOVE"

Ships - Nov. 9th.

critics were any hell, the review scene in Toronto is sadly lacking. The Star apparently wasn't interested in covering the Feliciano/ McDougall show and the Globe's Jack Batten did his usual flossified bit on Feliciano and mentioned, in passing, that BOBBY McDougall, (get the name bit,) "may just turn into the Peter Nero of the freaks." Nero should be so lucky to have the creative ability possessed by McDougall. Batten has been batting a thousand on Don Hunter's acts. He catagorized the Guess Who as "Canada's No. 1 bubblegum group". Batten also missed the fact that McDougall performs much of his own material and in a style very far removed from Nero. In fact, one observer was overheard to say: "Tonight I witnessed the birth of a master from the seventies". This was at the completion of McDougall's concert when the audience brought him back for an encore. Granted, McDougall does take some of today's composers, Beatles, Webb, etc., and attaches a classical/pop tag to them but his real talent stands out when he launches into works of his own which include "Open Door", "Theme For Gretchen" and "Love Of A Friend" - all of which were part of his O' Keefe concert, and further proof that the O' Keefe audiences, who were so generous in their response, saw a genius at work.

### Kurt & Noah open disco atop Place Ville Marie

Astra recording artists, & Kurt & Noah, were the opening act at Montreal's newest discotheque, Alti-Theque 727. The club is located at the top of Place Ville Marie. To select an opening act, Alti-Theque auditioned dozens of local groups from which the Astra group was chosen. It is part of a series of hometown gigs for & Kurt & Noah after several months of touring the Atlantic provinces.

The Polydor-distributed group is awaiting its latest release on the Astra label, "You Can't Do That". Their previous single efforts and their first album for Astra all met with a measure of broadcaster acceptance.

### MCA set to release new Irish Rovers album

The Irish Rovers, currently meeting much success in the ratings game with their CBC TVer, will have a new album on the Decca label shortly. The LP, "On The Shores of Americay", to be released within a week or so, contains many of the tunes featured on the group's popular weekly variety program, such as "The Marvelous Toy", "Years May Come, Years May Go" and "Rhymes and Reasons".

The Irish Rovers are currently on a concert tour of the United States and Canada to be highlighted by a performance at New York's Carnegie Hall.

## Mom & Dads breaking out in U.S.

When Arnold Palmer first launched his campaign to break the Mom and Dads throughout the province of Alberta, many of the programmers he approached gave him the "hee haw", but the power of the juke boxes and those programmers who gave "Ranger's Waltz" a second listen has paid off handsomely for Palmer and the group's national distributor. MCA.

Lee Armstrong, vice-president product for MCA, laid on a heavy promotion for the first album of the Mom and Dads and succeeded in moving over 100,000 to date. This is the album now breaking in the U.S. on Gene Norman's GNP Crescendo label. Norman worked the Mom and Dads in the same manner Palmer and Armstrong didarea by area. Latest reports have the album listed on the U.S. trades and picking up strong comment from the tip sheets (i.e. "unlikely sound" etc.) Breakout areas include Los Angeles, Seattle, Houston, Buffalo and others.

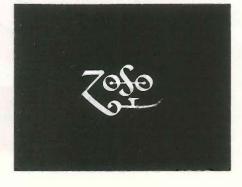
Moving the Mom and Dads sound east of Thunder Bay was somewhat of a chore but working the Toronto area has shown results. Armstrong reports that more than 3000 pieces have been moved between Toronto and Oshawa, Much of this action is due the "intense play" afforded the album by CHOO in Ajax. Ed Wilson, of Oshawa's Wilson & Lee, has the album as one of the big sellers for his store and has ordered heavily.

Latest release, "The Mom & Dads.....Again", has started the "old Tyme" bit in Alberta all over again but this time the action should spread nationally within a few weeks.

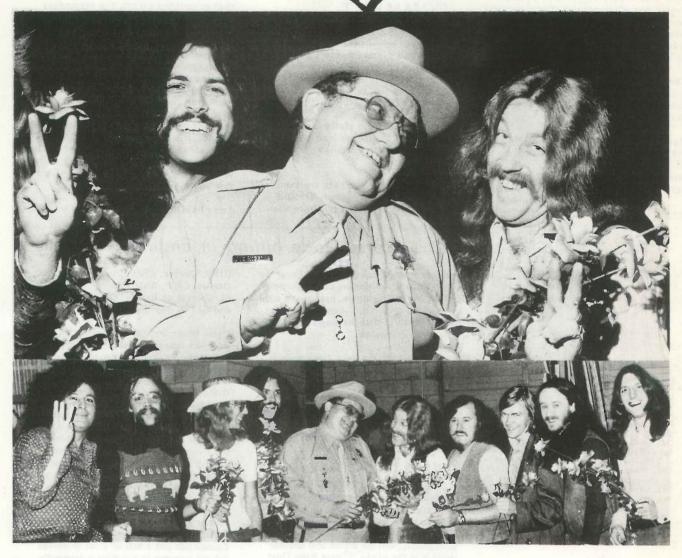
WHY NOT TAKE

The Programmers

TO LUNCH???



TAKE IT SLOW,
BOY!!!!!



Take It Slow (Out in the Country)

A new single from the forthcoming LIGHTHOUSE albun THOUGHTS OF MOVING ON

Lullaby from their One Fine Morning album.

GRT of Canada, ltd.

## It's a much longer trip to the top (of the charts)

Many a good record didn't have it in the grooves, but made it with promotion

Just in case someone really believes that a record becomes a hit because it was "good enough" - let's dispense with that theory right now. The industry has often proven that a record, turned down by programmers one week, was accepted by the same programmers a few weeks later and went on to the top of the charts.

The fact that a record has it in the grooves doesn't necessarily mean it can pass in the very selective system that makes hits.

Receiving hundreds of records each month at RPM, a majority of them are acceptable productions for the top ten status. Some are so good they stand very little chance of ever being heard. Others simply don't fit into a system that only permits a certain number of records for airplay.

If a radio station was to play every record having the earmarks of a hit, they would be playing a very tight

## COMMENT walt grealis

120 list. The system doesn't permit such a wide selection of aired singles. It would probably be disastrous to record companies to have such a large selection aired.

Therefore, the radio stations with the loose playlist and those less formulated, stand a better chance of "breaking" new records.

So, the secondary markets are the hitmakers. The major markets are still important because that is where the real sales occur. Both markets are important if they are viewed in their proper perspective.

One of the big problems with the Canadian scene is that too much effort is spent on trying to get the major radio stations to "break" records. In that misguided effort, the secondary stations are ignored. The action should start with the grassroots. It then becomes easier to make an inroad with the major. The industry is growing up to accept this fact and possibly a few revisions in mailing lists would help to get a record on 20 or 30 stations. including campus radio stations, so that it becomes a hit in the other markets before it is presented to the majors. It's just that simple to the promotion man who cares and the sales manager who knows.....that it's a little more of a science today than it was a few years ago.

Let's hear it for the secondary markets!

"...the prophets of doom, the messengers of mediocrity, will be overwhelmed by the new generation of competent, creative, confident artisans and by all those of preceding generations who have already demonstrated their freshness of mind, their talent and their capacity for inspired leadership."

-Pierre Juneau

### RPM

published weekly since February 24th, 1964 by RPM MUSIC PUBLICATIONS LTD, 1560 Bayview Avenue, Suite 107, Toronto, Ontario Canada. Telephone (416) 489-2166. TELEX 06-22756. Publisher - Walt Grealis, Editor - John Watts, Subscriptions - Pat Jones, Art & Design for RPM by MusicAd&Art. Subscriptions (Canada & U.S.) one year - \$15. Two years - \$25. Three years - \$34. First Class rate - \$20. per year. Single copy price - 30¢. Other countries \$35. per year.

The following codes are used throughout RPM's charts as a key to record distributors:

honodisc L olydor O uality M CA N rans World Y B/Atlantic P orld 7
֡

MAPL logos are used throughout RPM to define Canadian content on discs:



M.—Music composed by a Canadian A.—Artist featured is a Canadian P.—Production wholly recorded in Canada L.—Lyrics written by a Canadian

Advertising Rates On Request Second Class Mail Registration Number 1351 PRINTED IN CANADA

### RCA's Morse Code hitting in English & French

The recent single release of "Oh Lord" by Morse Code Transmission, culled from their current top selling album, has broken wide open in the province of Quebec. This is rather unique in that the single and album were taped in English.

Biggest boost for the deck came from it being charted on the giant Mutuel network. Stations now charting the single include, CJMS, Montreal, CJTR, Trois Rivieres,

GRT rush release
music from Foxy Lady

GRT of Canada has rush released the soundtrack album of the Canadian flick Foxy Lady to coincide with the opening of the film in Toronto. Two singles have already been culled from the album and another single is in the works "C'mon Baby (Just Be With Me Tonight)" by the House of Commons and "Ridin' a Day Dream" by Terry Black were released a few days before the album.

The Black single is presently receiving good reaction on both MOR and Pop stations, with the album following in the same tracks. The Black single was released through courtesy of Bill Gilliland of Yorkville Records to whom Black is under contract. The flick has been held over for its third week and is receiving considerable press in the form of radio interviews with Allen Gorden who plays hero Stevens plus added exposure for the album and both singles.

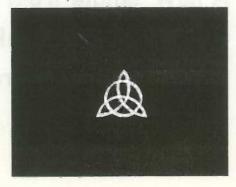
To further promote the album and the film GRT has done a window display at A&A record store.

CJRP, Quebec, CJRS, Sherbrooke, CJBC, Ottawa, CJFP, Riviere du Loup, CKRB, St. Georges de Beauce, CJMT, Chicoutimi and CKCN, Sept IIes.

Pierre Bellemare, Quebec promotion for RCA has taken personal charge of the promotion for this popular Quebec group and the results are beginning to shape up.

It should be noted that although French Canada represents only one third of the population of Canada, they have consistently registered singles sales of over 100,000 for local French speaking artists. Now with the trend turning to heavy acceptance of English language recordings, it's quite possible, with the help of promotion giants like Bellemare, that English Canadian waxings will become giant sellers in the province of Quebec which should be a further embarrassment to the rest of Canada. As one observer put it: "English Canada can put a hell of a lot of energy behind a record in breaking it regionally but practically nothing in breaking it nationally."

Add to the above stations - CKVL, Montreal and CKCH, Hull.



### Fraser & Debolt kick off Grumbles' 6 day week Diamond draws 9000

Columbia recording folksters, Fraser & Debolt, who make their home in the Eastern Townships of Quebec, drew surprisingly well on their opening night at Grumbles (Nov 9) which was also the kickoff date for this popular Toronto Coffee House to go a six day week. Columbia's promotion and head office management were on hand for the opener.

While in Toronto, Daisy Debolt and Al Fraser, have booked time at Manta Sound, Toronto's newly opened recording complex. Brian Blain will look after the production chores with David Greene in as engineer. This set will reveal a Fraser & Debolt leaning more towards the folk/rock

## Mann & Ayers share bill at TO's Colonial

Herbie Mann, Embryo jazz great, moved into Toronto's Colonial Tavern (Toronto) for a one week stint (November 9) with the highly professional backing of the Roy Ayres group. The latter record for Polydor.

Kinney Records of Canada were stageside, in force, for the opening along with a host of radio, press, and television people and retailers, who obviously enjoyed the "free" night.

Mann's latest Embryo album, "Push Push", was rush released in time for his Toronto engagement where it received the promo push from Kinney's Ontario promotion manager, Bruce Bissell.

The Colonial opener was somewhat marred by the news that Duane Allman, noted guitarist who recorded for Capricorn and contributed musically to Mann's album, was killed in a motorcycle crash over weekend. bag with an intrusion to their purist folk by horns, electric bass and the more commercial "ker-chunk" sound of guitars.

Joy and Neil Dixon, owners of Grumbles, have been instrumental in showcasing young Canadian unknowns with their Monday hoots and are now experiencing good crowds for their mainliners, many of whom are relatively unknown but do have the advantage of disc product.

Following Fraser & Debolt (Nov 16-21) will be Akinson, Danko & Ford, soon to be produced in Chicago by the Band's Danko. Arrangements were made through their manager Milton Brody; Alan J. Ryan returns from Nov 22 through the 28th with the Perth County Conspiracy in from Nov 30th to Dec. 5.

The month of December has Aarons & Ackley (7-12); Jonathan Edwards (14-19) and Corbett & Harsh (21-26).

## Christmas programming album from MCA

MCA's Allan Matthews has announced the impending release of "A Christmas Programming Special" featuring many of the company's top name acts performing yuletide traditionals. Matthews feels that the radio station-only album will be a valuable asset to all programmers.

Artists include Bing Crosby, Brenda Lee, Burl Ives, the Harry Simeone Chorale, Loretta Lynn, Bert Kaempfert and Guy Lombardo. The selections, are all stand-by favourites such as "White Christmas", "Jingle Bells", "Little Drummer Boy", "Silent Night" and "Rudolph". The album should be ready for mailing within a week.

## Diamond draws 9000 at Forum for Donald K.

Neil Diamond, recording for the MCA distributed Uni label, drew nine thousand fans to Montreal's Forum recently. To tie in with the appearance, MCA's Gordie Morrison instigated a hefty Diamond campaign throughout the Montreal area, working closely with radio, key dealers and the show's backer, Donald K. Donald.

On the day of the concert (Oct, 22) MCA released Diamond's latest single for Uni, "Stones", a self-composition which is already making considerable inroads into the Canadian and American markets. "Stones" is the title tune of a soon-to-be-released album which includes Diamond's recent hit, "I Am....I Said" and Joni Mitchell's "Chelsea Morning". MCA promotion staff headed by national promotion manager, Allan Matthews, is currently working on plans to push the album, which Matthews feels will be the singer-composer's biggest to date.

### Taylor, Pearson to sell GRT product

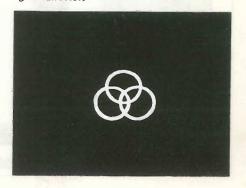
Ed LaBuick of GRT and Gene Chow of Taylor, Pearson and Carson, have announced the finalization of a distribution agreement covering records, tapes and Recoton accessories, for the province of Alberta.

The distribution agreement is on an exclusive basis for GRT records and pre-recorded tapes and on a non-exclusive basis for the accessory line. LaBuick stated that GRT has always adopted a multi-distributor policy on the Recoton line since record and tape distribs cannot always cover electronic, photographic and drug stores.

Chow and Harry Hrabinsky, GRT's western regional manager, will be covering the complete province of Alberta in coming weeks to ensure that all dealers and sub-distributors are covered on GRT records, tapes and Recoton products.

### Would the real.....

In the October 30th issue of RPM, we inadvertently referred to Chuck Chandler as "CKRC's Chuck Chandler'. He isn't. He's CFRW's Chuck Chandler, their program director.



Marketing Manager Record Industry

Our client, a Canadian record manufacturer, has an opportunity for a Marketing Manager to be based in Vancouver. The successful candidate will have proven sales ability in the record industry and be interested in earnings of \$ 15 - \$ 25,000. per year.

Interested candidates should call or submit resumes in confidence to K.R. Mitchell at:



personnel recruitment Itd. 220 - 1155 West Georgia St. Vancouver 5, B.C. 604-685-0261

### The time has come for a re-examination

As is the case with any concept, what works in principle sooner or later has to be evaluated against what works in practice.

Applying that theory to the CRTC Canadian content AM regulations, one finds it easy to sympathize with the growing number of broadcasters who feel the time has come to re-examine the thirty per cent situation as it has been working for the past ten months.

The need for re-examination stems from the confusion surrounding just what does really constitute Canadian content, and the growing trend of U.S. record makers to whip into Toronto for a quickie session to get the one point qualification on CKLW.

Make no mistake about it....a lot of stations are having a lot of trouble deciding what they can pass off as legitimate Canadian repertoire. And the issue is being clouded even more by CKLW's activities.

In this particular column, we're not out to get Alden Diehl's scalp. Alden, like most other programmers in Canada, will only get away with what the law allows him to get away with. He is none to keen to put the 'LW license on the line by failing to meet thirty per cent. It's not his fault that Detroit producers have recently found this hole in the AM regulations, giving them a shot at the vast CKLW/U.S. audience which they otherwise wouldn't have had. It's surprising that it took them so long to pick up on it.

Only last week, we heard the tale of a quite prominent Detroit rock duo (who were in the U.S. top ten earlier in the year) spending a few days in Toronto cutting a new single, which would be released with bold, black wording, "Made in Canada". These boys had their facts wrong, however.

They knew that by recording in Toronto, they would pick up a one point Cancon classification. They planned to release their single after Christmas.

Then they heard that come January 18, you need two points to qualify, and

### (BURN THIS!)

E. K. Roy Richard

American groups recording original material in Toronto don't rate two. Now they're bringing out their single immediately. You'll probably get it in the next couple of weeks. It's probably a hit record.

But, it's not helping Canada. It helps the studio where's it recorded (and that, in it's own way is beneficial) but it isn't a great boost to the Maple music industry.

That, surely, was the point of the regulations. To aid the Canadian music scene.

Up until a few weeks ago, this American rip-off of our music business only worried. Canadian record makers. It didn't seem to concern many broadcasters. Not until now.

At the recent MLS annual get-together in Vancouver, it was a sore point of contention. Many music directors were concerned that it was difficult for them to pin down these doubtful records. You can easily see their point. Up until January 18, Canadian recorded American discs count as Cancon if the TOTAL performance is done here. Any subsequent over-dubbing in the U.S. rules it out.

An increasing number of stations now feel

that such discrepancies are simply too complicated for them to handle. They'd like to see one of two things happen (and so, we might add, do we); the appointment of a CRTC credited committee to decide on a week-by-week basis, what new records really are Canadian; or a change to a reduced percentage four-out-of-four Cancon regulation, which leaves no room for mistakes.

Most broadcasters, including CHUM's J. Robert Wood, favour the latter. Again, so do we, in light of present evidence. CKXL's Greg Haraldson (newly-appointed MLS co-chairman) considers a fifteen per cent four-out-of-four regulation in 1972 reasonable and feasible.

We must admit that it is painfully obvious that such a fifteen per cent for '72 would do much, much more for the Canadian music industry than the present thirty per cent.

The rock scene could easily accomodate it. So could the now-proliferating MOR scene. Clearly it would not work in the classical field, since no classical music is recorded here commercially, except by the CBC for broadcast.

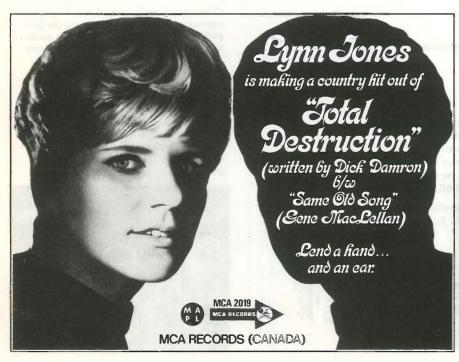
It is true that broadcasters are having a lot of trouble determining the legitimacy of some so-called Canadian records. They cannot believe the claims of some companies and they cannot afford to be wrong if they're running a tight thirty per cent playlist. And some would rather get behind all-Canadian product than mess around with some British group doing a tune by a guy who lived in Winnipeg seven years ago.

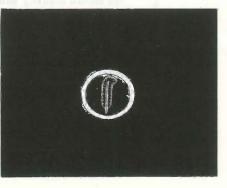
We do sympathize with the broadcasters in this issue. And we do feel the CRTC has an obligation to itself to at least investigate some of these problems. If the stations are starting to turn towards this philosophy, then obviously it is workable.

The first regulations were introduced with little broadcaster support. And they've worked, fairly well. If the same broadcasters now feel the time has come to tighten up a few of the knots then we should listen to them.

We should listen very closely, and we should not let our thinking be coloured the way it used to be. CHUM used to be horribly

RICHARD continued on next page





## Stampeders make television debut

MWC's Stampeders, whose "Devil You" follow-up to their "Sweet City Woman" smash is catching fire both at home and abroad, guested on the first Anne Murray televison special of the season, "Anne Again". The show, which aired November 9, saw the trio perform their national hit, "Carry Me", and, of course, "Sweet City Woman".

The appearance was the network television debut of the group who have restricted previous television work to local efforts, Tapes of the special will be used by New York's William Morris Agency as a foot in the door with executives from the three major U.S. networks,

American acceptance of the Calgary unit has been high with television work upcoming on the Steve Allen and Merv Griffin shows as an adjunct to an American tour which kicked off on October 30th. A second album is in the final stages of preparation now, titled "Carryin' On".

## London classical sales reach record figures

London Records of Canada reports a gain of 47.5% for the first six months of the current fiscal year on total classical sales over last year. The above announcement was made by the label's manager of the classical division, Jacques Druelle.

There has also been a hefty increase in the second quarter for London Group Records Sales showing a gain of 67.1% while Philips Group Records are up 39%. Tape sales are apparently in decline.

In making the above announcement, Druelle stated further that "It is anticipated that classical sales at London Records of Canada for the current fiscal year will likely surpass last year's record-breaking results by a substantial margin."

RICHARD continued from previous page anti-Canadian, but there are signs that the scene at 1331 Yonge is making a turn for the better. That's good.

If we can now take the principle and put it up on the drawing board alongside the results, we have a good picture of what's going down.

We've done our homework. Our board tells us that there is a rather urgent need for at least a residency clause as part of year two of AM Cancon. The most practical move towards tomorrow, however, could be this four-out-of-four qualification.

Clearly it would bring the intent of the legislation much closer to reality — i.e. boosting the Canadian music scene.

What do you think?

## Astra acquisition for Canada-wide touring

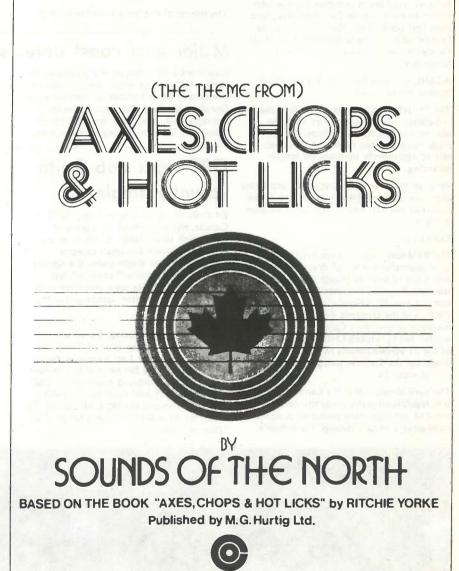
Astra Records latest acquisition, Billy Mysner, will cross the country on a ten day tour to promote his first single release for the label, "Little Ol' Rock 'n' Roll Band", released on November 11th. Accompanying Mysner is Lori Bruner of the Montreal office of Polydor Records who distribute Astra product in Canada.

The tour will see Mysner visit broadcast outlets in Ottawa, Toronto, Halifax, London, Winnipeg, Calgary, Vancouver, Edmonton, Regina, Saskatoon, St. John, Moncton and Montreal.

## MCA country artists scheduled for Massey

MCA artists, Bill Anderson and Jan Howard, are skedded for an appearance at Massey Hall, Toronto for the 26th of November. They will be part of a country music show, "Country Music '71" direct from Nashville.

The Howard-Anderson team are heard on the MCA hit single, "Dis-satisfied". As well, Anderson's "Quits" deck has been having good action on the charts of both Canada and the United States. For release in the immediate future is "Bill Anderson's Greatest Hits Vol 2" which will include "Quits" as well as "My Life", "But You Know I Love You" and "Where Have all the Heroes Gone".



72654

### Book Review AXES, CHOPS & HOT LICKS

## The Canadian Rock Music Scene by Ritchie Yorke

Published by M.G. Hurtig Ltd. Edmonton Price \$2.95

Reviewed by Wilder G, Penfield III

Ritchie Yorke is at least two writers. One is the hard-nosed fist-shaker and namenamer who managed to get hot under the collar 52 times a year for RPM.

The other is Our Man Where It's At to Grapevine and hundreds of other pop music publications here and abroad. This Yorke is the diligent Clark Kent, looking for the best in people and standing by unobtrusively while they reveal it in the best of their own words.

Both writers have in common Ritchie's devotion to the future of Canadian rock. And their first book, Axes, Chops & Hot Licks (published this week in Edmonton by M.G. Hurtig) is a persuasive argument that the future has begun.

AC&HL will have few surprises for regular Ritchie Yorke readers.

The Dr. Jekyll in him has transcribed conversational autobiographies by 40 Canadian solo artists or rock groups. His Mr. Hyde has bracketed them with five chapters of aggressively opinionated ledgerbalancing.

Between them we find most of the attributes that have made of Ritchie Yorke one of the best-read and best-hated rock commentators in the world.

#### Examples:

The RPM-style segments are fired by the good journalist's sense of drama. Occasionally it would seem as though the history of the Canadian music industry is really the story of how Walt Grealis, along with the CRTC and the Dynamic Forces of Good, managed to overcome Canadian "media-ocrity" led by wicked CHUM. (A full third of the 21 up-and-comers he quotes also single out the Toronto powerhouse for special scorn.)

The basic theme -- that the Canadian content regulations really made the development of our rock scene possible - acquires considerable impact through the author's

apostolic conviction and through the surprisingly parallel histories of most of the current hitmakers.

'Hitmakers' is a key word. Favorite artists may get boosted generously in these pages but their inclusion required prior commercial success.

Hence, no jazz, gospel or hard country acts are among the chosen. The absence of Leonard Cohen was an editiorial decision. There is but passing reference to Frenchlanguage rock. Otherwise the selections could bring few serious complaints.

Ritchie's policy of letting man and song each speak separately for itself results in limited analysis of the music. His habit of noting only brief phrases in an interview means that individual speech patterns end up rather similar. The monologues as reported tend to have but hints of depth; they involve chronology more than introspection.

The release of this book is an event. In it-

self it is a cross between a paperback gossip column and a detailed reference work stuffed with pertinent anecdotes -- something for everyone who cares about Canadian music.

But it is much more than that. It is at once a tribute to the CRTC, and by its very existence, a small monument to the legislators that would have been unthinkable two years ago. Chairman Pierre Juneau has written a short introduction. Where else could you have a government-endorsed book on government-legislated rock music?

And Capitol Records is distributing the book as an event. Not only are they advertising it with confidence, but they have even brought out a special single — Sounds of the North playing The Theme From Axes, Chops & Hot Licks (based on the book). It's a pretty little instrumental without any of the title elements, but as a promotional gimmick, well, it's refreshingly major-league.

### Major east coast dates set for Gordon Lightfoot

New York's Ren Grevatt has announced a three week tour of major concert halls in the eastern United States by Reprise artist Gordon Lightfoot. The tour opens in Carnegie Hall, New York on the 11th of November for two evening performances.

## GRT signs Bob Smith -country single off

Ed LaBuick, marketing manager, GRT of Canada, has announced the signing of Bob Smith to the label. Smith is an established western Canadian country artist whose first single under the signing, "Cold Day in October" came off last week. GRT is laying on a complete radio mailing and promotion campaign for the deck.

Prior to the GRT signing, Smith worked with Meredith McRae (star of "Petticoat Junction"), Debbie Lori Kaye and the Allan Sisters. This fall he is slated to host an Edmonton-produced pop-country CBC production, "Pickin' Grinnin'". Smith formerly recorded for MCA of Canada, for whom he recorded his biggest hit to date, "Ode to Suburbia".

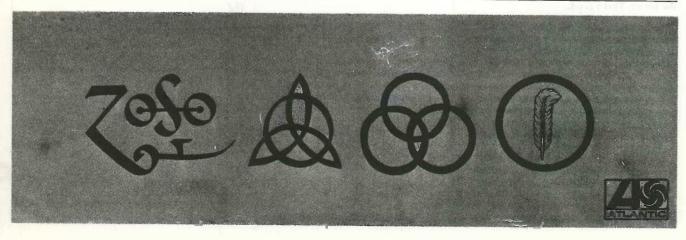
Other dates include Cortland, New York (13), State University of New York at Albany (14), University of Vermont (15), Allegheny College, Meadville, Pennsylvania (19), Washington and Lee University, Lexington, Virginia (20), Boston Symphony Hall (Dec. 3), State University of New York, Buffalo (4) and Detroit (5).

Upcoming is a projected tour of Europe in January followed by a six day return engagement at Hollywood's Troubador. Early in the new year his third album is to be released by Reprise. His two previous for the label, "Sit Down Young Stranger" and "Summer Side of Life" are both gold.

LIKE A MAGAZINE SPECIALLY DESIGNED FOR

The Programmers

AND WATCH IT GROW!!



### Audience relations may be key to success

BY IIM SMITH

By now it's a well-documented fact that on September 23 at Toronto's Massey Hall, Crowbar gave one of the best rock and roll concerts that this continent has ever seen.

Hamilton's gift to rock and roll managed this impressive performance in part because the audience was liberally sprinkled with family and close friends. Props of all sorts bolstered the crowd's enthusiasm. Even the sound was impeccable, and when was the last time you could say that?

But something more important was at the base of that concert. Crowbar really cared about its audience. Sure, the crowd was manipulated by the assorted props and special effects, but only because Crowbar sincerely (or at least, that's the impression they left with the audience) wanted nothing but the best for the crowd. The fact that most members of the audience were repeat customers indicated that Crowbar has shown that care at other performances.

Now this isn't intended as a hype for Crowbar, much as I admire the group. The act already has more ink that it can read. Rather, I'd like to spend some time on the matter of concern as it appears (or fails to appear) in music.

Specifically, let it be noted that the number of musicians who actually care for the public seems very much a minority group.

A few examples of musicans who show contempt for the audience might be in order here. But our intention is to be constructive and listing names can hardly be considered beneficial. Everyone has some pet act which it can fit into one of the following classes of contempt.

The disregard shines through in so many ways. There are the people who sign contracts for concerts and then hold up the show while the promoter is unethically gouged for more money. Toronto audiences were deprived of the Rockpile when a very prominent British act held out for more money at the last minute. The promoter has two alternatives, either of which would put them out of business: pay and go broke or not pay and be victims of a riot. Pick one. Others show up late or not at all. (One act kept a packed house in Hamilton waiting for an hour in heat above the hundred degree mark just to build up its impact.) God knows how many others turn up stoned. And, most numerous of all, there are the musicians who play solely for themselves.

Some musicians are guilty of none of the above abuses. Yet merely because of their detachment from the music, they couldn't have cared less. Admittedly, it must be a drag performing the same numbers day after day but that's what entertainment is all about. The real pros can take a song that they've been singing for twenty years and make it sound totally fresh.

For those musicians who can no longer bear to repeat their hits over and over, simple ethics suggest that concert advertisements should note that the current repertoire contains no original hits. Then the fans won't be disappointed after paying their money - and the performer can do his thing with a clear conscience.

What I'm trying to say here is simply that theme of all these columns: music is a business and should be so regarded. Part of the public image depends on managers and agents. But even the best managers cannot overcome a liability like a self-centred entertainer.

A bad entertainer hurts the entire business. Eventually he will kill his own livelihood because there will be no repeat business. But in the meantime he may have put thousands of concert goers off the entertainment form. Why go to a concert and be insulted when there is a good movie playing around the corner?

And, almost as an afterthought, we come to a justification for the critic's profession. Entertainers will shrug off criticism time and time again with the statement, "it's only one man's opinion." In a sense they are right. But at the same time, their contact with the public is non-existent. Attendants are merely yes-men. So where else do you get an honest opinion? It takes conceit to make a criticism; it takes more conceit to summarily ignore it. Critics are one of the few remedies for the inconsiderate entertainer.

# MOZARTMANIA VALDO DE LOS RIOS

Hot on the heels of Waldo De Los Rios' hit album - 'Sinfonias', comes his latest and greatest work - 'Mozartmania'.

There are many albums that bring classical genius into a contemporary setting. Few have the lushness, the tenderness, and the fire of 'Mozartmania'.

Dig it.

a lease of Love on



A Hispavox, Madrid Production

DAFFODIL SBA - 16005

Distributed by Capitol Records (Canada) Ltd.

### NEW ALBUMS

#### H.M.S. PINAFORF

D'Oyly Carte Opera Company (London Phase 4) SPC 21065-21066-K If you're a Gilbert & Sullivan fan, you'll flip over this superbly put together two record set which includes the complete libretto. This is the original Opera Company with the Royal Philharmonic Orchestra.





FOXY LADY Movie Soundtrack (GRT) 9230-1009-T Excellent promo vehicle for this Canadian flick. A potpourri of heavy to bubblegum to gospel sounds with Rhonda Silver, Terry Black and the House of Commons all brought together by producer Doug Riley at Toronto Sound with Terry Brown doing the engineering chores.

#### DANNY COX

(ABC/Dunhill) DS 50114-N Could become the Charley Pride of the folk set. Big man, gentle voice but gutsy enough to emotionally gear the folk buff's ear. Clubbers should investigate while Cox is a newcomer. Could be a giant on the circuit. "Red Neck .... It's You" - right on.





**PUSH PUSH** Herbie Mann (Embryo) SD 532-P Clever packaging, inside, with the usual Mann fare that should see exposure on MOR stations. Untimely death (6) of guitarist Duane Allman. who is an important part of Mann's backup, adds interest factor.

#### PEOPLE LIKE US

The Mamas & The Papas (ABC/Dunhill) DSX 50106-N Should be an interesting experience in testing the strength of these past greats on a market somewhat changed from the era of the Mamas & The Papas. Excellent fare for the MOR stations but may be lacking for the MOT programmers.





#### **SHAREPICKERS**

Mason Williams (Warner Bros) 1941-P The jar says "Mason Improved" but that's just an impossibility. The more you hear Williams the more you realize he reached his peak with his first release and all that followed were equally as great. "Linda Crest Lament" features Nancy Ames along with Williams.

### LED ZEPPELI N

(Atlantic) SD 7208-P Group have gone the symbols route. You're lucky to have a number to order by. As usual however, Zeppelin, who have certified for Canadian Gold on previous releases, will succeed with the unusual. They're heavy and hot as ever with "Black Dog", and top heavy with "When The Levee Breaks".





#### FIDDLER ON THE ROOF Original Flick Soundtrack (United Artists) UAS 10900-J If this isn't the album of the year there's a communication problem somewhere. No need to bring up the generation gap. lack of bubblegum, no heaviness or all that jazz. Like Topal says "It's a tradition" and that's the key. Happiness is music and Fiddler supplies the message.

#### PIERRE LALONDE

(Capitol) ST 6367-F There's a lot of talent and belief supporting this fine young performer. Diane Brookes. Rhonda Silver, James Rolles-Ton, Steve Kennedy, and the Lalondells with instrumentation backup by Monica Ramona, Chuck Aarons, Terry Clarke, Pat Godfrey and Dennis Pendrith.





MOE KOFFMAN PLAYS BACH (GRT) 9230-1008-T With a growing trend toward modernizing the classics -Koffman plays Bach and Bach wins — if you're a classical nut. However, Koffman does up this expensive set with exceptional flute finesse that should register as "top drawer" material for the middle of the roader looking for that vehicle to create listener response.

#### SINGLES Phonodisc Polydor Quality RCA Trans World November 20, 1971 Gold Leaf Award For Ourstanding Record Sales 1 1 GYPSYS, TRAMPS & THIEVES 34 35 37 DON'T WANNA LIVE INSIDE MYSELF 67 STAGGER LEE Cher-Kapp-2146-J Bee Gees-Atco-6847-P Tommy Ros-ABC-11397-N 3 8 IMAGINE 35 39 41 CRAZY ARMS CRAZY EYES 68 MAMMY RITTE 69 80 John Lennon-Apple-1840-F Brave Belt-Reprise-1039-P Oak Island Treas.-Columbia-C43003-H ABSOLUTELY RIGHT 5 9 BIRDS OF A FEATHER 19 10 69 70 71 FIRST SIGN OF LOVE 5 Man Electrical Band-Polydor Raiders Columbia-4543-H Wishbone-Celebration-2015X-M 2 2 ONE FINE MORNING 37 45 61 **ROCK STEADY** 70 82 .... FRIENDS WITH YOU Lighthouse-GRT-1230-10-T Aretha Franklin-Atlantic-2838-P John Denver-RCA-74-0567-N 9 11 **PEACE TRAIN** 38 64 .... **DEVIL YOU** 76 95 ONE DAY I WALK Cat Steven s-A&M-1291-W Stamped ers-MWC-1007 X-M Bruce Cockburn-True North-TN4-105-H 4 3 MAGGIE MAY 53 68 WILD NIGHT 81 96 **GRANDMA'S HANDS** Rod Stewart-Mercury-73224-K Van Morrison-Warner Bros-7518-P Bill Withers-Sussex-227-M 6 4 40 30 25 LIFE IS A CARNIVAL Osmonds-Polydor-2065-082-Q 83 .... OH LORD Band-Capitol-3199-F Morse Code Transmission-RCA-75-1006-N 8 15 29 **EVERYBODY'S EVERYTHING** 41 55 58 IT'S A CRYIN' SHAME 92 .... GIMME SOME LOVIN' Santana-Columbia-45472-H Gayle McCormick-Dunhill-4288-N Traffic-Polydor-50841-Q 11 14 NEVER MY LOVE 42 54 63 MAMMY BLUE 84 .... BUTTERFLY 5th Dimension-Bell-45134-M Pop Tops-Dunhill-11311-N Danyel Gerard-Le Compagnie-\$127-K SUPERSTAR 8 5 43 52 88 LOVE Carpenters-A&M-1289-W 96 .... SUNSHINE Lettermen-Capitol-3192-F Jonathan Edwards-Capricorn-8021-K 14 18 I'M A MAN 44 49 60 TILL RUB IT IN 63 54 Chicago-Columbia-45467-H Tom Jones-Parrot-40067-K Layng Martine-Barnaby-2041-H 12 24 23 I'D LOVE TO CHANGE THE WORLD 45 65 97 **TURNED 21** P&M McCartney-Apple-1837-F 4 43 34 Ten Years After-Columbia-45457-H Fludd-Warner Bros-7531-P ONLY YOU KNOW AND I KNOW 7 12 46 48 40 TIRED OF BEING ALONE 88 98 TO A PLACE NEAR THE RIVER Delaney & Bonnie-Atco-6838-P Al Greene-Hi-2194-K M. Butler-Columbia-C42988-H ONE MORE MOUNTAIN TO CLIMB 16 21 47 71 99 CHERISH 86 91 Dr. Music-GRT-45132-T 80 THIN LINE BETWEEN LOVE & HATE David Cassidy-Bell-150-M Persuaders-Atco-6822-P THEME FROM SHAFT 48 31 20 18 38 15 GO AWAY LITTLE GIRL SUPERSTAR (Remember How You Got Where You Are) Temptations-Tamla Motown-7111-V Isaac Hayes-Enterprise-9038-Q Donny Osmond-Polydor-2065-08 1-Q BABY I'M A WANT YOU 49 75 .... 47 85 16 FAMILY AFFAIR **SCORPIO** Bread-Elektra-45751-P \*\*\*\* Sly & Family Stone-Epic-5-10805-H Dennis Coffey-Sussex-226-V AN OLD FASHIONED LOVE SONG 21 49 17 50 51 51 SHE'S ALL I'VE GOT WHITE LIES, BLUE EYES Bullet-Big Tree-123-V Three Dog Night-Dunhill-N Freddy North-Mankind-12004-Q TWO DIVIDED BY LOVE 17 27 51 59 67 18 BRAND NEW KEY NO GOOD TO CRY Poppy Family-London-164-K Grass Roots-Dunhill-4289-N Melanie-i Buddah-267-M WHAT ARE YOU DOING SUNDAY? 22 26 52 60 64 19 YOUR MOVE HEY BIG BROTHER Dawn-Bell-141-M Yes-Atlantic-2819-P Rare Earth-Rare Earth-5038-V 28 31 LONESOME MARY 53 32 32 **JENNIFER** SAHAJIYA **(1)** 86 78 79 Chilliwack-A&M-321-W Bobby Sherman-Metromedia-227-L Tommy Graham & Friends-Capitol-72651-F DOWN BY THE RIVER LISA, LISTEN TO ME 10 6 54 67 89 21 95 100 SHE 87 Joey Gregorash-Polydor-2065 073-Q BS&T-Columbia-45477-H Booker T & Priscilla-A&M-1298-W 55 73 87 Paul Anka-Buddah-252-M 23 28 FOR LADIES ONLY 88 LOVE ME BROTHER Steppenwolf-Dunhill-4292-N Tapestry-Polydor-2065 091-Q LONG AGO AND FAR AWAY 56 66 70 12 15 BOW DOWN TO THE DOLLAR 23 LONG PROMISED ROAD Beach Boys-Brothers-1047-K James Taylor-Warner Bros-7521-P Jericho-GRT-T LOVIN' YOU AIN'T EASY 29 36 72 86 BEHIND BLUE EYES 24 OUT OF MY MIND 90 87 93 Pagliaro-Much-CH1010-K The Who-Decca-32888-J Rain-London-M17410-K DESIDERATA 26 57 58 74 .... 25 SOUR SUITE 91 .... .... LET IT BE **A** Les Crane-Warner Bros-7520-P Guess Who-Nimbus-74-0578-N Joan Baez-Vanguard-35145-V EASY LOVING 27 30 **59** 33 33 CHARITY BALL 26 NOTHING TO HIDE 92 .... Freddie Hart-Capitol-3115-F Fanny-Reprise-1033-P Tommy James-Roulette-7114-T BY THE TIME I GET TO PHOENIX/I SAY A LITTLE PRAYER FOR YOU 60 37 39 42 65 27 DOLLY DAGGER YOU ARE EVERYTHING Campbell/Murray-Capital-3200-F Jimi Hendrix-Reprise-1044-P Stylistics-Aveo Embassy-4581-N **GOT TO BE THERE** 61 38 66 STONES 28 94 (I Know) I'M LOSING YOU Michael Jackson-Tamla Motown-1191-V Neil Diamond-Uni-55310-J Rod Stewart-Mercury-73244-K INNER CITY BLUES 62 34 24 40 59 THE NIGHT THEY DROVE OLD DIXIE I'M STILL WAITING 95 .... Marvin Gaye-Tamla Motown-54209-V DOWN Joan Baez-Vanguard-35138-V Diana Ross-Tamla Motown-1192-V 63 79 .... ALL I EVER NEED IS YOU FOR BETTER OR WORSE 36 56 I DON'T NEED NO DOCTOR 96 90 72 Sonny & Cher-Kapp-2151-J Bells-Polydor-2065-093-Q Humble Pie-A&M-1282-W DO YOU KNOW WHAT I MEAN SUMMER OF '42 HELP ME MAKE IT THROUGH THE NIGHT O.C. Smith-Columbia 4-45435-H 20 16 97 .... Lee Michaels-A&M-1262-W Peter Nero-Columbia-45399-H I'VE FOUND SOMEONE OF MY OWN 58 45 I BELIEVE IN YOU 25 22 TRAPPED BY A THING CALLED LOVE Denise LaSalle-Westbound-182-T 98 93 73 Free Movement-Decca-328 18-J Rita Coolidge-A&M-1271-W SWEET SOUNDS OF MUSIC 68 84 BANKS OF THE OHIO 13 7

CANADA'S ONLY NATIONAL 100 SINGLE SURVEY

Bells-Polydor-2065 077-Q

Compiled from record company, radio station, and record store reports.

.Olivia Newton John-Polydor-Q

99

100 ....

LONG AGO TOMORROW

MOTHER

B.J. Thomas-Scepter-12335-J

Barbra Streisand-Columbia-45471-H

SONG FROM THE STREET
Murray McLauchlan-True North-TN4-H

8-RM6453-P

CANADA'S ONLY NATIONAL 100 ALBUM SURVEY

70 74

Compiled from record company, radio station, and record store reports.

66

ROCKIN' THE FILLMORE

Humble Pie-A&M-SP3506-W

52 69

Cassette appear ŝ eft 8-track on right of each listing.

8XT764-F

STRAIGHT, CLEAN AND SIMPLE Anne Murray-Capitol-ST6359-F 4XT6359-F 8XT6359-F

Paul Stookey-Warner Bros-W\$1912-P N/A 8WM1912-P

4XT764-F

PAUL AND

99 97 98

100 93 81

## (Alphabetically)

This listing is a cross-reference to the RPM 100 singles. A fast way to find single order numbers,

Absolutely Right (3)
An Old Fashioned Love Song (17)
All I Ever Need Is You (30)
Baby I'm A Want You (16)
Bahks Of The Ohio (66)
Behind Blue Eyes (57)
Birds Of A Feather (36)
Bow Down To The Dollar (56)
Brand New Key (51)
Butterfly (75)
By The Time I Get To Phoenix (27)
Charity Ball (59)
Cherish (47)
Crazy Arms Crazy Eyes (35)
Desidrata (25)
Devil You (38)
Do I Love You (22)
Dolly Dagger (60)
Don't Wanna Live Inside Myself (34)
Down By The River (21)
Do You Know What I Mean (31)
Easy Loving (26)
Everybody's Everything (8)
Family Affair (49)
First Sign Of Love (69)
For Better Or Worse (63)
For Ladies Only (75)
Friends With You (70)
Gimme Some Lovin' (74)
Go Away Little Girl (48)
Gyt To Be There (28)
Gypsys, Tramps & Thieves (1)
Grandma's Hands (72)
Help Me Make It Through The Night (97)
Hey Big Brother (85)
I Belive In You (65)
I'd Love To Change The World (12)
I Don't Need No Doctor (96)
(I Know) I'm Losing You (94)
Imagine (2)
I'm A Man (11)
I'm Still Waiting (95)
Inner City Blues (29)
It's A Cryin' Shame (41)
I've Found Someone Of My Own (32)
Jennifer (53)
Long Ago And Far Away (23)
Long Ago And Far Away (23)
Long Ago Tomorrow (99)
Love (43)
Love Me Brother (88)
Lovon' You Ain't Easy (24)
Maggie May (6)
Mammy Blue (42) (68)
Mother (100)
Never My Love (9)
No Good To Cry (84)
Nothing To Hide (92)
Oh Lord (73)
One Day I Walk (71)
One Fine Morning (4)
One More Mountain To Climb (14)
Only You Know And I Know (13)
Out Ot My Mind (90)
Peace Train (5)
Superstar (10)
Supers Your Move (52) Yo Yo (7)

# NEW MA RELEASES

CARROLL BAKER - It's Late (And I Have To Go) - Columbia C4-3002-H
(2:20) (Carroll Baker) D&L MUSIC-BMI - Prod: Don Grashey/Chuck Williams
COUNTRY: The team of Grashey and Williams continue to plug home their
solid beliefs that Miss Baker can become a household word with country
spinners - and they've got a lot of support from the many radio personalities
they've come in contact with over the past few months. A host of stations
have already charted side which features a very strong vocal delivery.
Flip: My Companion (Is A Mem'ry Of You) (Same credits as plug side.)

Country Chart Probability Factor - Charted

TAPESTRY - Love Me Brother - Polydor 2065 091-Q
(2:22 - Intro:07) (Jack Winters) Love II-BMI - Prod: Cliff Edwards.

MOT: Bells' Gold getter, Edwards, tries his hand with this exceptionally polished Montreal group and delivers a blue-eyed gospel soul bit that has captured the ears of several MOT programmers including the Maple Leaf System. Middle of the roaders will also find suitable for programming.

Flip: Coming Into Los Angeles (Arlo Guthrie) Howard Beach-ASCAP.

MOT Chart Probability Factor - Charted

EDWARD BEAR - Fly Across The Sea - Capitol 72653-F
(2:35-Intro:10) (Larry Evoy) Eeyor Music-CAPAC - Prod: TUFT/Terry Brown.
MOT: This is the one we've been waiting for. Has the golden sound of "You Me & Mexico". Instrumental backing has full but subtle lushness that allows the real talent - Larry, Roger and Paul - to sit up front.
Flip: Four Months Out To Africa (Paul Weldon) (Same publishing as plug side.)

MOT Chart Probability Factor - 78%

EVERYDAY PEOPLE - Everyday People - GRT 1233-08-T
(2:57) (Sly Stone) City Music-BMI - Prod: Terry Brown
MOT: Dunno about this one. They're ready to click and side has a certain
magic to it that could take off. Simple melody line is catchy and voices carry
lyric load well. It's not a gummer but it's sure as hell commercial.
Flip: Don't Wait For Tomorrow (Bruce Wheaton) Overlea/Rummy-BMI

THECYCLE - Gimme Some Time - Tamarac TTM 643-M
(2:19 -: 07) (Hambleton/Clinch) - Prod: Paul Clinch.

MOT: Group almost grabbed the brass ring last time with "Miracle". Far better outing featuring a heavy but commercial upfront vocal excitement with one of the tightest instrumental and vocal backings on the market.

Flip: Sitting Where The Flowers Grow (Goodale/Clinch) Svengali-CAPAC

MOT Chart Probability Factor

TUNDRA - Fit To Kill - A&M AMX-315-W
(2:28) (S.Cushnie) Hindesight/Almo-CAPAC - Prod: Harry B. Hinde.
MOT: Group have shed their female lead and trimmed themselves down to a trio coming up with a sound that has lots of voice life and just keeps on going and going. Catchy enough to be a left fielder.
Flip: It's All Over (A. Manning) New Morning/Irving-BMI.

MOT Chart Probability Factor - 68%

#### RECORD COMPANIES

An accurate and up-to-date record of disc happenings appears every week in The Programmers section of RPM. Watch for your records on playlists and on charts across Canada.

KEEP YOUR EYE ON

The Programmers

MOT Chart Probability Factor

- 73%

-70%

A weekly feature in RPM designed for the Canadian programmers.

### ... a whole new medium ..... MODERN RADIO

#### BY JIM SWORD GENERAL MANAGER CKGM MONTREAL

This is an incredible medium, this thing called radio. It is, by far, the youngest of all media and has been the most innovative in the past two decades. As soon as I say it is the youngest media, people immediately consult their home edition of the Encyclopedia and look up the year that Marconi

Programmers

### Medium Message

discovered radio. They find out that it was in 1901 and say television is the youngest medium. Not so. Television came along in the late forties and programmed the same way radio was programming, but added the dimension of visual.

Today, radio is on the threshold of unbelievable success. Newspapers and television received all of the attention and most of the advertising dollars for the last twenty years and sat back with their cognac and cigars and forgot that we are in changing times. In radio we have learned one truth. In order to remain successful you have to avoid dramatic change and in order to avoid dramatic change you have to make continuous adjustments.

All of us in one way or another are striving for an objective. The successful among us are working for total invulnerability. The not so successful among us are working to better their position.

You listen to successful radio stations in your market - you'll see that they are not the same as they were two years ago. But you didn't notice the changes taking place. These people have been making subtle adjustments as they went along in order to have radio keep pace with the changing attitudes of listeners.

The ability to continually adjust is the key to radio's future. Make sure that you are in

a position to recognize when an adjustment is necessary and can make it when the time is right. Don't close your mind to people's comments and don't commit yourself to theories about radio because before you know it your theory that was right for 1971 is wrong for 1973 and you are in a position of supporting and justifying an out-of-date concept. Remember, that we are in a people's business and the only place where you can make mistakes is with people. If your competing radio station has sixty people and you have thirty you are in the best position. They can make sixty mistakes you can only make thirty.

Don't complicate radio. Its beauty is its simplicity. There are only two things that will make you successful. They are pro-

gramming and sales. Four mobiles means that you need four people to drive them and the days of chasing police cars and fire engines are over. Sell the four mobiles and get one Datsun and invest your money into paying your people better. Make all of the areas of your station that do not directly effect your on-air sound or your marketing, as simple as possible so as not to be an energy drain. Keep your station like a good athlete - not overweight and ready to move in the right direction when the time is right.

Radio......if it is not your passion.....get out and make room for the people who are lovingly and gently prodding it into being the strongest, most personal form of communication in the twentieth century.

### Broadcasters anxiously await results of BBM survey

Broadcasters are now anxiously awaiting the results of the BBM survey - the audience measurement survey for fall was conducted this year between November 1 - 14th. Since most agency buying is done according to the results of the fall survey, it's the most important survey of the year.

There are some interesting battles currently being waged - however, the results won't be known till just before Christmas.

### Presley story debuts on Canadian radio

From his childhood to today, The Elvis Presley Story reveals the dramatic life of the most spectacular figure in the history of rock and roll. The Elvis Presley Story was written by Jerry Hopkins and is based on his biography, "Elvis" soon to be published by Simon & Schuster. The radio special features in depth interviews with dozens of Presley's closest friends and associates, many of them recorded in Nashville, Memphis, New York, London and Tupelo, Mississippi. Also included in the show are over 150 of Presley's songs plus dozens of rare tapes.

Producer director Ron Jacobs led a 16 man team backed up by two years of intensive research in assembling rock's most significant documentary of 1971.

The 12 hour documentary debuted on CJCH, CKGM, CFRA, CHUM, CHLO, CKRC, CKCK and other stations across the country last week. Most stations tied in audience giveaways including free trips to see Elvis perform "Live" in Las Vegas, Elvis albums, tape replays of the entire production, tape recorders and cash.

Many stations programmed the documentary during the BBM survey in hopes of increasing audience listenership.

Stations interested may contact Tom Rounds for details at Watermark Productions at (213) 659-3834.

## St. John's VOCM marks thirty-fifth birthday

VOCM, St. John's, Newfoundland, is celebrating its thirty-fifth birthday. To tie in with the anniversary, the station is running its "Easy Street" contest. Every fifteen minutes, or so, throughout the day, a street name is called over the air. The first person to call the station from that street wins a silver dollar, a chance for a camera, radio or an album and another chance at the grand prize, a twenty-one inch colour television.

A local newspaper carried a centrefold ad promoting the contest and birthday celebrations. The station reports that "and you win the gifts" has proven to be one of the most successful promotions for the station in several years.

### RCA takes hefty chunk of Radio Mutuel additions

Latest additions to the important Mutuel network playlist shows RCA in with five large sized (sales) items.

These include "Tu Peux Partir"/Marie Jane: "Le Coeur de Mon Pays"/Les Scarabees: "Mammy Blue"/Roger Whittaker: "Le Petit Refrain D'Amour"/Danielle and "Jourdan".

Subscribe - FIRST CLASS

### Tribal drum

General consensus of opinion - after talking to program directors and music directors around the country - that the Hamilton Clinic did not live up to expectations. Wintery conditions on top of Whistler Mountain and lack of accomodation at the bottom of the mountain may have had something to do with the outcome. The speech by Harry Boyle was most interesting and, certainly, the comments by Ritchie Yorke evoked some lively discussion. Most PD's though, paranoid of the CRTC and not wanting their remarks misinterpreted by the Press in attendance, declined from offering any rebuttal to Yorke's remarks.

The Maple Leaf System held it's annual session on the Friday of the same weekend. The MLS session, hosted by CKLG Vancouver, was held atop Grouse Mountain. MLS members who attended were most enthusiastic about the outcome of the session and the new directions the system will be taking in '72.

Bill Gavin's Annual Programming Conference took place last weekend in New Orleans.

Top 40 faces a dilemma next month -

what to do about Christmas music? Unless some adjustment is made by the CRTC, stations which have programmed solid Christmas music prior to and during Christmas Day will have to revert to regular music. Best solution, perhaps, would be to give Christmas records a "neutral" status which means they would not be included in any Canadian Content tabulations.

The hot "in phrase" these days is "Truckin" meaning to go somewhere. A lot of stations are using the expression. Another popular term is "Dynamite". It's use has been extended by some stations to include Billboard campaigns, station promos, etc., as part of an overall station theme or slogan.

Well received - and well produced - religious program is Powerline. It's a religious program which combines the Jesus message with contemporary music. For further info contact the Southern Baptist Radio TV Commission, P.O. Box 12157, Fort Worth, Texas, 76116. Paul M. Stevens Executive Director.

Why do Canadian radio stations have so many difficulties getting new releases from Canadian record companies simultaneously with U.S. stations? Why, for example, are records by Canadian artists like Lighthouse, The Guess Who (and others) available first on U.S. stations?

Two documentaries available for broadcast: CHED's excellent "Rock Canada - a complete history of rock music in Canada" and CHUM's Beatle documentary. For broadcast details on Rock Canada, contact Bob McCord at (403) 424-2111. CHUM's Beatle program has been aired on over 50 U.S. stations - it's still available in Canada to interested stations.

Draper-Blore Program Consultants have been ousted from WCAR in Detroit. WCAR, since changing over to a Top 40 format, was considered CKLW's major threat. Program manager C.J. Jones is quoted in Billboard as saying he felt "The ruling calling for Canadian radio stations to play a hefty percentage of Canadian product would be to the advantage of WCAR".

New Drake-Chenault jingle package has now been purchased by CKLG and CKGM.

King size charts appear to be an ever growing trend in radio these days. Many stations are replacing their pocket size charts with a king size version. King size charts are distributed to retailers only, many of whom claim that posting the chart at the point of purchase or next to the singles rack stimulates sales. The switch to king charts is also a great cost-saver to stations - some of whom print over 50,000 charts weekly.

Programmers

### Maple Leaf System

#### BY NEVIN GRANT (CKOC) CHAIRMAN MAPLE LEAF SYSTEM

RPM is to be congratulated for establishing The Programmers feature in this week's issue. Now Canada will have a National Weekly that truly represents both the music industry and the broadcasting community. It remains only for every broadcaster to assist RPM in seeing that this feature achieves its full potential by being entertaining and informative. The Maple Leaf System has already assured RPM total support in getting The Programmers off the ground. You can best assist at this stage by seeing that RPM gets all the news from your market and gets it fast!

The Maple Leaf System is pleased to announce the addition of CKGM Montreal to the system as a full charter member. Copies of all Maple Leaf System submissions should be sent to: John Mackey - CKGM Radio - 1310 Greene Ave - Montreal P.Q.

The Maple Leaf System now is com-

prised of CKLG - CKXL - CKOM - CKCK - CFRW - CHLO - CKOC - CHUM - CKPT - CFRA - CFOX - CKGM and CICH.

13 Charter Members, a "Lucky" number for Canadian Talent.

The Maple Leaf System has outgrown many of the procedures originally set down for its operation 2½ years ago. This Fall several changes have been installed to divide the administrative workload and make the system function more effectively. There is now a co-chairman as well as a chairman.

The following changes in procedure will come into effect as of December 1/71.

- (a) CHUM prepares weekly MLS agenda: CHUM, Toronto, will receive all MLS submissions (as of December 1/71) and draw up the weekly agenda for each week. CHUM will only be handling the physical preparation of the agenda. Any rulings on the admissability of submissions will still be relayed to the Chairman. As usual... all MLS member stations must receive duplicate copies of all submission forms, artist bios and recordings.
- (b) Voting: Maple Leaf System members will vote on the agenda and relay their votes by Wire or Telex

to co-chairman Greg Haraldson of CKXL, Calgary...no later than noon Tuesday each week!!! (CKXL Telex: 038-21741).

(c) Results: CKXL will send the results to RPM in Toronto, where they will be published in The Programmers and mailed out to the Industry on Friday.

MLS stations will receive the results through The Programmers and add winning songs to their playlists.

CKXL or RPM are not to be bothered by record companies or stations concerning MLS results. This information will be available first as a feature of The Programmers.

(d) Weekly MLS Mail: CKXL will mail out every Monday week's voting breakdown. As usual this information goes to everyone on the regular Maple Leaf System Mailing list.

Here's hoping everybody had a happy FALL BBM!!!

The MLS column by Nevin Grant will appear every week in

The Programmers

The———Programmers

### Instant Laffs

The Amchitka blast has just occurred and preliminary reports indicate the Timex Watch and Bic Ball Point Pen are still functioning.

If you think that was a big bomb the Americans exploded at Amchitka, wait'll you hear my show.

I won't say the fog is thick out there but I just saw Air Canada's 747 waiting for the red light at Portage and Main. Argo quarterback Joe Theisman was really off target in the Argos game yesterday...! was going to call him on the phone for an explanation but then realized he probably wouldn't be able to find the receiver...

Since the Women's Liberation Movement began I've decided to give my wife equal rights ... like taking out half the garbage.

After seeing the Miss Canada pageant on TV I'm certain my girl has the statistics to be Miss Canada: 38-21-38... Course, the trouble is, they aren't in that order!

(After a bad joke)...Well, who did you expect...Johnny Carson?

(After a bad joke)...That's the last

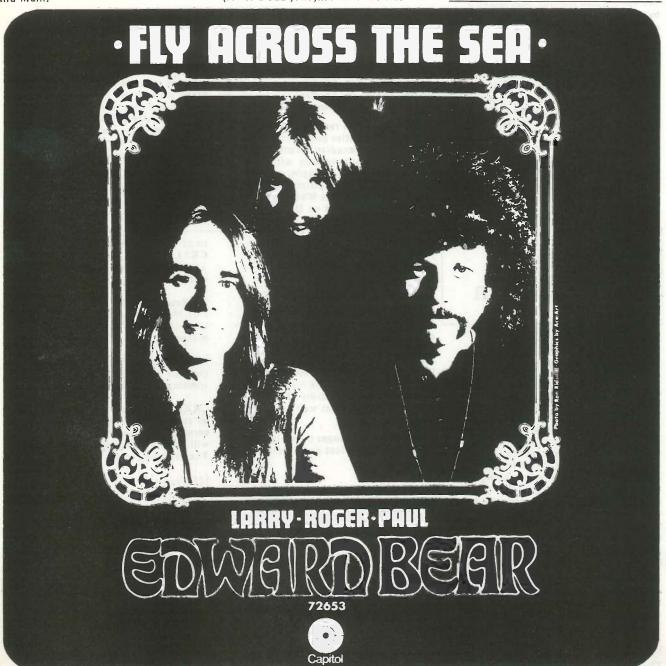
time I use any of (Jock's Name) material.

Before I got married my wife told me: "Marry me and you'll have the finest cook in the world right in your own home." Only trouble is, I didn't know she meant her mother....

Think you're funny....don't ya? Send your SHORT (clean) one-liners to

> The Programmers

and we'll all laugh at you!



### Radio Pros & Cons

VANCOUVER: CKLG giving away the Top 5 albums hourly in "The Great Album Rip-Off". Super response! Blew the phones off the wall. Calls from listeners of all ages.

CKVN ran a Beatle weekend featuring the Beatles every other record and followed up with CHUM's Beatle docu.

EDMONTON: All seven jocks gave away a late model used car in CHED's "Rose Colored Windshield Contest". Contest is a tie-in with CHED's "Hello Beautiful" campaign currently running.

CHED is carrying the king-size chart concept one step further by featuring a pic of a current top artist on the back. Charts with poster-back are given away to kids with every record purchase in the Edmonton area. "Fantastic reaction" says Keith James.

Procul Harum doing a concert in Edmonton Nov 18 which will be recorded for "live" album release with the Edmonton Symphony - Concert is CHED sponsored - It was sold out Nov 6.

CALGARY: CKXL promoted a "Cops VS Freaks" football game (touch football) in which the cops won. Mayor Rod Sikes made the official kickoff and Herm Harrison of the Stampeders refereed the game. Proceeds went to the United Appeal.

CKXL's Memory Bank takes a line from a song then spews out words daily until listeners guess the title of the song. Winners received stereo home entertainment sets.

CFAC (which made the switch from MOR to Country several months ago) has been running "The Elvis Presley Story" this past weekend against CKXL's "Rock Canada". Bob Robertson sez "great response" on the "Rock Canada" docu.

REGINA: CJME is running a regular money machine contest with building jackpot (starts at \$130 and builds by \$13 per hour). Clues given towards finding a magic phrase and winner gets all. Telephone company called to complain that one of their exchanges was not working due to the large number of people calling.

CFRW has hidden the "Key To Winter Fun" somewhere in the city. First person to guess imaginary location wins two Ski-Doos, Ski-Doo sleds, trailers, and complete gear.

CFRW is replaying "The Story of The Beatles" against CKRC's "Elvis Presley Story" and giving the complete Beatle album library.

WINDSOR: There are lots of winners in the "CKLW Great Galloping \$100 Feature Furlong Footrace". Listeners who correctly guess winning jock in each race wins \$100. Basic tone of contest is light and humourous.

HAMILTON: CKOC featured the Top 500 songs of all time counted down in order.

"Big 500" countdown ended Saturday at 10 PM - so played solid Canadian music from 10 PM to midnite to make up 30%.

Hamilton residents are invited to identify CKOC's Mystery Voices (3) for a building jackpot in CKOC's Mystery Voice Contest.

CHAM is running "The Contest To End All Contests" (their term). CHAM gives the answer, if listeners gives the correct question, the winner gets a trip to the Bahamas and qualify for the grand prize of a trip to the Bahamas plus a Ski-Doo.

OTTAWA: CFRA gave away a Gremlin in their "Location X" contest. First person to identify "Location X" in the city won car.

MONTREAL: CKGM running "The Elvis Presley Musical Puzzle" in which listeners are invited to unscramble five of Presley's songs and win a trip to Las Vegas (the next time Elvis appears there). John Mackey reports great response to the Elvis docu from the French element. Apparently Presley is to the French what the Beatles are to the English.

CKVL into the "Tout Un Cadeau" contest.

Nov 1st through the 25th. 25 day contest - 25 winners a day - 25 pairs of tickets 25 times a day for the CKVL Gala at the Forum - 25 certificates from Dupuis Freres Stores - 250 radios from Sanyo - 25th of November, Gala at the Forum - 25 stars on stage with 18,500 invited guests admitted free - \$5,000 jackpot including: a Vega from Lalonde Chev. De Ville Laval - a complete family trip to Jamaica with Air Montreal Inc. - 850 door prizes. Contest

HALIFAX: Contestants must identify various gold records to win \$500 cash in CJCH's "Million Dollar Mystery".

ties-in with station's 25th anniversary.

CJCH is picking names at random from the Halifax directory and coupling them with jock names every hour. Correct answer to the combination wins \$9.20. Mechanics similar to Radio Cash Call.

CJCH's "All Request Weekend" last weekend pulled over 10,000 requests in one weekend. Requests for current records only.

CJCH presenting the Bells in concert Nov 19.

The Programmers

# HELP! need somebody

CKXL Calgary looking for a weekend jock to cover production and weekends on air. Send tape and resume to PD. Bob Robertson.

CJME requires an afternoon drive jock with production experience. Contact Hart Kirch at 306-527-9141

CHUM Toronto looking for a production operator. For details contact production supervisor Warren Cosford.

CKGM Montreal has opening for a copy writer (with experience). For details contact copy chief Joyce Olson at CKGM.

## CKGM ties in with RCA for Presley contest

CKGM, Montreal, has arranged with RCA Records for a "Win an all-expense-paid trip to Las Vegas" contest to tie in with their airing of the Presley radio documentary. The station began running the twelve part series on November 1st. GM's program director, John Mackey sees the documentary as "a new concept in contemporary broadcasting". The station is broadcasting each hour-long segment at 11.00 AM each weekday, then repeats the segment each weeknight at 11.00 PM.

The RCA contest will send two winners to the Las Vegas Hilton, courtesy of the company, to see Presley perform in-person. Winners will be flown to Las Vegas aboard TWA with travel arrangements through Montreal's Alpern Travel.

## CHUM-FM introduces programming innovations

CHUM FM, Toronto's only "progressive" outlet, has over the past few weeks, introduced numerous programming innovations. The station, long known in southern Ontario for its programming of Canadian music, did it up in style last week, with four solid hours of legitimate Canadian music. One of the most refreshing aspects of the marathon domestic splurge was the intelligent mix of musical stylings drawing from many jazz, classical and MOR artists as well as rock.

Prior to that, the station had gone in another direction with the airing of Orson Welles' "War of the Worlds". The one hour program was aired on Hallowe'en night, exactly thirty three years to the hour from the original broadcast over the Mercury Theatre which panicked the United States.

## CKFH hosts opener of Who's "Tommy"

The Who's "Tommy", considered by many to be the finest rock opera in existence, returns to Toronto for the second time, November 25-27. The spectacle with Les Grands Ballets Canadiens, sold out its week-long run in Toronto earlier this year, and was accorded rave reviews. It has since sold out virtually every major city in North America.

This time around, the spectacle is being presented by Toronto rocker CKFH, who are heavily involved in promoting the O'Keefe Centre showing and are currently running a contest which will send fifty listeners and their guests to "Tommy".

Be part of The Programmers -

contribute every week.

### New on Playlists

#### **MAJOR MARKETS**

CKLG VANCOUVER
Take It Slow - Lighthouse
Love Me Brother - Tapestry
Have You Seen Her - Chi-Lites
Brand New Key - Melanie
Hallelujah - Sweathog
Tight Rope Ride - Doors (LP)
Get A Witness - Lee Michaels (LP)

CKXL CALGARY None

CHED EDMONTON
Family Affair - Sly & Family Stone
Old Fashioned Love Song - 3 Dog Nite
No Good To Cry - Poppy Family

CFRW WINNIPEG
Family Affair - Sly & Family Stone
Superstar - Temptations
I Know I'm Losing You - Rod Stewart
Cherish - David Cassidy
Bow Down To The Dollar - Joshua
Message - Yukon

CKLW WINDSOR Lay Lady Lay - Isley Brothers Brand New Key - Melanie Hey Girl - Donny Osmond Take It Slow - Lighthouse Message - Yukon Turned 21 - Fludd No Good To Cry - Poppy Family

CHLO LONDON/ST. THOMAS Love Me Brother - Tapestry No Good To Cry - Poppy Family Rock Steady - Aretha Franklin Hey Girl - Donny Osmond All I Ever Need - Sonny & Cher Marblehead Messenger - Sea Train

CKOC HAMILTON
Fly Across The Sea - Edward B
White Lies Blue Eyes - Bullet
Get A Witness - Lee Michaels

CHUM TORONTO
Superstar - Temptations
Respect Yourself - Staple Singers
Theme From Summer of 42 - Peter Nero
Sunshine - Jonathan Edwards
Turned 21 - Fludd
Love Me Brother - Tapestry
The Girl Who Loved Me When - Glass Bottle

CFRA OTTAWA
Stones - Neil Diamond
Natural Man - Lou Rawls
Family Affair - Sly & Family Stone
Got To Be There - Michael Jackson
All I Ever Need - Sonny & Cher
Rock Steady - Aretha Franklin
Inner City Blues - Marvin Gaye
Sour Suite - Guess Who
Turned 21 - Fludd
Love Me Brother - Tapestry

CKGM MONTREAL
Cherish - David Cassidy
Fit To Kill - Tundra
Chelsea Morning - Neil Diamond (LP)
Shoot Out In China Town - The Band (LP)
Can I Get A Witness - Lee Michaels (LP)

CJCH HALIFAX Stones - Neil Diamond Wild Night - Van Morrison Love Me Brother - Tapestry Turned 21 - Fludd CJME REGINA
Cherish - David Cassidy
Old Fashioned Love Song - 3 Dog Nite
Desiderata - Les Crane
A Natural Man - Lou Rawls
Sunshine - Jonathan Edwards
Family Affair - Sly & The Family Stone

#### SECONDARY MARKETS

CFYK YELLOWKNIFE
Absolutely Right - 5 Man Electrical Band
Used To Be - Just Us
Love Me Brother - Tapestry
Turned 21 - Fludd
Something In Your Face - Shirley Eikhard
Your Move - Yes
One Day I Walk - Bruce Cockburn
Imagine - John Lennon
Hey Girl - Donny Osmond
Stones - Neil Diamond
Two Divided By Love - Grass Roots
For Better For Worse - Bells

VOCM ST. JOHN'S An Old Fashioned Love Song - 3 Dog Night Let It Be - Joan Baez Brand New Key - Melanie

CFAR FLIN FLON Hey Girl - Donny Osmond Travel In Time - Crowfoot For Ladies Only - Steppenwolf People Let's Stop The War - Grand Funk

CKRD RED DEER Sunshine - Jonathan Edwards Mother - Barbra Steisand Inner City Blues - Marvin Gaye

The Programmers

New on Charts

CKLG VANCOUVER
Hey Girl - Donny Osmond
Superstar - Temptations
Turned 21 - Fludd
Old Fashioned Love Song - 3 Dog Nite
Devil You - Stampeders
Family Affair - Sly & Family Stone

CKXL CALGARY None

CHED EDMONTON Mozart's 13th - Manuel De Fala's Ork Cindy - Christmas

CFRW WINNIPEG Got To Be There - Michael Jackson Desiderata - Les Crane Devil You - Stampeders Stones - Neil Diamond

CKLW WINDSOR Old Fashioned Love Song - 3 Dog Nite Cherish - David Cassidy Rub It In - Laing Martine All I Ever Need - Sonny & Cher

CHLO LONDON/ST. THOMAS
Don't Want To Love Inside Myself - Bee Gees
Stones - Neil Diamond
California - Neil Diamond
Fireball - Deep Purple

CKOC HAMILTON
Sour Suite - Guess Who
Family Affair - Sly & Family Stone
Superstar - Temptations
Cherish - David Cassidy
I Know I'm Losing You - Rod Stewart

Cotton Jenny - Anne Murray
All I Ever Need Is You - Sonny & Cher
No Good To Cry - Poppy Family
Cherish - David Cassidy
Songs In The Morning - Gina
For Ladies Only - Steppenwolf
Gimme Some Lovin' - Traffic
Travel In Time - Crowfoot
Respect Yourself - Staple Singers
Lisa Listen To Me - Blood Sweat & Tears
Life Is A Carnival - The Band

CFNB FREDERICTON
Devil You - Stampeders
No Good To Cry - Poppy Family
Love Me Brother - Tapestry
Tell Mama - Savoy Brown
All I Ever Need Is You - Sonny & Cher
Sunshine - Jonathan Edwards
Hey Girl - Donny Osmond
Cherish - David Cassidy
Everything - Stylistics

CJOC LETHBRIDGE
Let It Be - Joan Baez
Superstar - Temptations
Hey Girl - Donny Osmond
Sunshine - Jonathan Edwards
Love - Lettermen
Respect Yourself - Staple Singers
Under My Wheels - Alice Cooper
Hallelujah - Sweathog

CHSC ST. CATHARINES
Old Fashioned Love Song - 3 Dog Nite
Devil You - Stampeders
Sour Suite - Guess Who
Cherish - David Cassidy
Absolutely Right - 5 Man Electrical Band
For Better For Worse - Bells
I'm A Man - Chicago.

Stones - Neil Diamond Take It Slow - Lighthouse

CHUM TORONTO
Have You Seen Her - Chi-Lites
Family Affair - Sly & Family Stone
It's A Cryin' Shame - Gayle McCormick
All I Ever Need Is You - Sonny & Cher
Stones - Neil Diamond

CFRA OTTAWA It's A Cryin' Shame - Gayle McCormick Old Fashioned Love Song - 3 Dog Nite Trapped By Love - Denise LaSalle

CKGM MONTREAL Superstar - Temptations Mammy Blue - Pop Tops I Don't Need No Doctor - Humble Pie

CJCH HALIFAX
Got To Be There - Michael Jackson
Inner City Blues - Marvin Gaye
Trapped By Love - Denise LaSalle
Sour Suite - Guess Who

CJME REGINA
Got To Be There - Michael Jackson
That Girl's A Woman - Michael Vincent
Inner City Blues - Marvin Gaye

TELEX YOUR ADDITIONS
TO CHARTS AND PLAYLISTS
TO

The Programmers

TELEX 06-22756

#### Programmers

### MOR Playlist

- 1 BY THE TIME I GET TO PHOENIX/ I SAY A LITTLE PRAYER FOR YOU Murray/Campbell (Capitol) 3200-F
- 2 SWEET SOUNDS OF MUSIC Bells (Polydor) 9065 077-Q
- 3 BE MY FRIEND Allan J.Ryan (Columbia) C4-2961-H
- 4 MAMMY BLUE Oak Island Treasury Department (Columbia) C4-3003-H
- 5 IMAGINE John Lennon (Apple) 1840-F
- 6 CARRY ME John Arpin (Cdn Tal Lib) 477-807-Z
- 7 WHEN I WAS YOUNG & Kurt & Noah (Astra) 45312-Q
- 8 LOVE ME, LOVE ME, LOVE Frank Mills (Polydor) 2065 076-Q
- 9 TAKE ME HOME COUNTRY ROAD Laurie Bower Singers (Cdn Tal Lib) 477-810-Z
- 10 SUPERSTAR Carpenters (A&M) 2138-W
- 11 BILL JONES GENERAL STORE Tommy Hunter (Columbia) C4-3000-H
- 12 BUTTERFLY
  Danyel Gerard (La Compagnie) 127-K
- 13 THE DESIDERATA Les Crane (Warner Bros) 7520-P
- 14 A CORNER OF YOUR HEART Diane Landry (Columbia) C4-2993-H
- 15 LOVE Lettermen (Capitol) 6316-F
- 16 WAVING BYE Rick Pearson (Palas House) 101-L
- 17 TURNED 21 Fludd (Warner Bros) 7531-P
- 18 BABY I'M YOURS Jody Miller (Epic) 5-1078-H
- 19 DO I LOVE YOU Paul Anka (Buddah) 252-M
- 20 MY SOUL SINGS OUT Leroy (RCA) 75-1065-N
- 21 OPEN SPACES
  Bill Houston (Summus) 2508-K
- 22 IN HER LOVING WAY
  Bobby G. Griffith (Polydor) 2065 090-Q
- 23 MY BOY Richard Harris (Dunhill) 4293•N
- 24 TILL Tom Jones (Parrot) 40007-K
- 25 IT'S A CRYING SHAME
  Gayle McCormick (Dunhill) 4288-N
- 26 ROLLER COASTER RIDE Sanderlings (Summus) 2509-K
- 27 SO FAR AWAY Carole King (Ode) 66019+W
- 28 SONGS IN THE MORNING Gina (GRT) 1230-13-T
- 29 FREEDOM FREEDOM GO Fortunes (Capitol) 3179-F
- 30 GYPSIES, TRAMPS & THIEVES Cher (Kapp) 2146-J
- 31 FOR BETTER FOR WORSE Bells (Polydor) 2065 093-Q
- 32 IT TAKES TIME Shirley Eikhard (Capitol) 3197-F
- 33 CHERISH
  David Cassidy (Bell) 45-150-M
- 34 NO GOOD TO CRY Poppy Family (London) 164-K

#### The Programmers

# Breaking & Stiffing

Desiderata - third week No 1 at CHED.

The House of Coin in Edmonton into one stop business because one of the key one stop record operations in Alberta and Saskatchewan is rumoured to have had a falling out with several record companies and consequently has been unable to get product on many singles. Retailers complain that they have problems acquiring product and radio station CHED complains that they have difficulty getting accurate record info.

Dr. Music 17 - 5 and hot! at CHED.

In Your Own Backyard by Dion (flip of Sit Down Old Friend) is his story about how he got off heroine. Great response to heavy CKXL play. Lyrics are heavy,

The new Donny Osmond immediately blew the phones off the wall at CJME Regina. Number one in requests.

David Cassidy's Cherish the number three request item at CKLW after one week play.

Donny Osmond's Hey Girl is number 7 in requests after only two days play at CKLW.

Freddie North is a "stiff" in Hamilton.

Top request item at CKOC is Hey Girl by Donny Osmond.

Paul Anka - a solid seller in Hamilton stores.

Columbia "slow" getting product into stores in Hamilton according to Nevin Grant.

CKOC went right on the Lighthouse and charted it instantly because of station's positive feeling towards the record.

Record companies please address all new releases for CFRA to George Johns, Program Director - CFRA - 150 Isabella St. Ottawa.

John Mackey complains of stock problems on Canadian records in Montreal stores - No response after 3-5 weeks play. Often because dealers have no stock. Mackey notes that U.S. companies get stock into Detroit stores 48 hours after CKLW goes on a record.

Michael Vincent and Chilliwak have "stiffed" in Montreal.

I Don't Need No Doctor by Humble Pie getting fantastic reaction in Montreal at CKGM.

Mammy Blue by Pop Tops right on CKGM's chart and John Mackey notes fast take-off in the Montreal area.

New 16 track recording studio - Audio Atlantic - just opened in Halifax, Bob Stone among the owners.

PD's ask: Why do U.S. stations get Canadian releases by top Canadian acts like the Guess Who, Lighthouse, et al before Canadian stations?

We would like to hear from stations all across Canada. We want your news and information

## The Programmers

Our deadline is Wednesday noon each week and our telex number is 06-22756

## A NEW SOUND

from



CUSTOM RECORDING PACKAGES MANUFACTURING & PACKAGING PRODUCTION AND/OR CO-PRODUCTION

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CKGM's John Mackey (2nd from right) and Donny Burns meet London's Poppy Family (Susan and Terry Jacks) with London Montreal promo, John Dufour.



Susan and Terry Jacks into Toronto for a radio/press reception meet CHUM's Chuck McCoy and station's new afternoon drive jock, Duke Roberts.

# .. And Now the News

Keith James highly recommends Billboard's "Top 1000" listing of Solid Gold Hits.
Book also lists the Top 20 hits for the past 20 years. It's available from Billboard and Keith claims it's an invaluable reference source when making decisions on solid Gold.

Billboard's Claude Hall is part of a committee formed recently to get radio program people together in a programming society. Co-ordinators will include top PDs and radio people from North America. Ballots will appear in the Nov 13 issue of Billboard. In Canada, George Johns, Keith James,

Gene Kirby and George Davies are up for election. Keith is soliciting votes right

Johnny Mack (formerly CKGM) takes over 2 PM - 6 PM slot at CKXL.

CKXL produced a special on Amchitka featuring the reaction of young school children followed by an actual report of the blast from the scene. It's available from Bob Robertson at CKXL.

Mel Christian (formerly CHUM and CKLG news) takes over morning news at CKOC.

CHUM listeners (in response to Elvis contest) note that people with touch tone dialing have a better chance of getting through on the phones than people with the old dial phones. According to Bell, touch tone dialing is up to 45 seconds faster.

Bill Roberts, morning man at CKOY, now PD. Former PD, Bill Lee, becomes production director.

WEEK!

CKBY-FM (owned by CKOY) has gone from easy listening to country.

Lee Murray (formerly of CKRC) takes over 9 PM - midnite at CKGM - starts Nov 15.

Duke Roberts takes over afternoon drive at CHUM - John Rode moves into weekends.

CHLO getting great response from adult females to Elvis.

CKRM Regina recently changed to a "Town & Country" format - playlist 75 records long with 25 MOR, 25 Country and 25 Canadian.

A one mile long tunnel between the U.S. and Canada.....more specifically between Detroit and Windsor has been captured by CKLW. Seems as if the well-travelled tunnel is so well insulated that it blocks all radio signals. With that in mind the privately-owned tunnel has leased the lone radio signal to Alden Diehl and company.....who built a unit that would pick up the signal and beam it on through.....only on 800-but, the station has sole rights to it.....plus a 20 year lease. So, if ARB takes a tunnel rating.........

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REN WEXA

RADIO STATIONS: Send your news, chart info, promotions and contests, help wanted info and 8 by 10 photos to:

## The Programmers

c/o RPM 1560 Bayview Avenue Toronto 17, Ontario



Nevin Grant and Gord James of CKOC spend session with Capitol's Tommy Graham (centre) during his promo tour for "Sahajiya" deck.



CKEY's Jim Paulson (r), John Wilson (I) and Pat Murray (seated left) meet Ame's Terry Hynes (seated) and his producer of "Crazy Lover" Steve Hunter.

### There is still room . .

for more from programmers. Watch for features and news from country stations, MOR stations. Make sure you get your copy of RPM every Monday by subscribing FIRST CLASS to RPM. Subscription blank on page 22 of this issue.

#### The Programmers

### Country Playlist

- 1 1 ROLLIN' MY SWEET BABY'S ARMS Buck Owens (Capitol) 3164-F
- 2 3 WHERE DO WE GO FROM HERE Hank Smith (Quality) 2012-M
- 3 5 KO KO JOE Jerry Reed (RCA) 48-1011-N
- 4 11 SAY A LITTLE PRAYER Anne Murray & Glen Campbell (Capitol) 3200-F
- 5 10 FLY AWAY AGAIN
  Dave Dudley (Mercury) 73225-K
- 6 8 NORTH COUNTRY
  George Hamilton IV (RCA) 75-1060-N
- 7 12 MILE AFTER MILE Orval Prophet (Columbia) C4-2984-H
- 8 6 HOW CAN I UNLOVE YOU Lynn Anderson (Columbia) 4-45249-H
- 9 9 THERE AIN'T NO EASY WAY Eddie Chwill (Barry) 2528-M
- 7 NO NEED TO WORRY Johnny Cash & June Carter (Columbia) 45431-H
- 11 4 I DON'T KNOW YOU ANYMORE Tommy Overstreet (Dot) 17387-M
- 12 13 LEAD ME ON Loretta Lynn & Conway Twitty (Decca) 32873-J
- 13 2 1'D RATHER BESORRY Ray Price (Columbia) 45425-H

- 14 18 HERE COMES HONEY AGAIN Sonny James (Capitol) 3174-F
- 15 25 BABY I'M YOURS Jody Miller (Epic) 10775-H
- 16 24 DADDY FRANK (The Guitar Man) Merle Haggard (Capitol) 3198-F
- 17 17 THE MOODS OF MY MAN Honey West (Marathon) 1042-C
- 18 28 KISS AN ANGEL GOOD MORNIN' Charley Pride (RCA) 0550-N
- 19 14 QUITS Bill Anderson (Decca) 32840-J
- 20 16 YOU'RE LOOKING AT COUNTRY Loretta Lynn (Decca) 32851-J
- 21 20 BE A LITTLE QUIETER
  Porter Wagonner (RCA) 1007-N
- 22 19 HANGING OVER ME Al Greene (Decca) 32863-J
- 23 21 AFTER ALL THEY USED TO BELONG TO ME Hank Williams Jr (MGM) 14377-M
- 24 37 DIS-SATISFIED Bill Anderson & Jan Howard (Decca) 32877-J
- 25 26 MY DADY'S BLACKLAND FARM Scotty Stevenson (London) 17417-K
- 26 27 MY SOUL SINGS OUT Leroy (RCA) 75-1065-N
- 27 36 ANOTHER NIGHT OF LOVE Freddy Weller (Columbia) 45451-H
- 28 29 BILL JONES GENERAL STORE Tommy Hunter (Columbia) C4-3000-H
- 29 23 THE YEAR THAT CLAYTON DELANEY DIED Tom T. Hall (Mercury) 73221-K
- 30 31 (The Seashores of) OLD MEXICO Hank Snow (RCA) 74-0544-N
- 31 33 NEVER ENDING SONG OF LOVE Dickey Lee (RCA) 1013-N
- 32 35 EARLY MORNING SUNSHINE
  Marty Robbins (Columbia) 45422-H

- 33 15 EASY LOVING Freddie Hart (Capitol) 3115-F
- 34 22 FEDERAL GRAIN TRAIN Russ Gurr (Rodeo) 3349-K
- 35 34 I'M GONNA ACT NOW Nat Stuckey (RCA) 1010-N
- 36 46 MAIDENS PRAYER
  David Houston (Epic) 5-10778-H
- 37 39 COAT OF MANY COLOURS Dolly Parton (RCA) 0538-N
- 38 44 TROUBLE'S BACK IN TOWN Hugh Scott (Melbourne) 3366-K
- 39 41 CALGARY SONG
  Humphrey & The Dumptrucks
  (Boot) 018-K
- 40 43 WELCOME TO DIGBY TOWN
  Lyn Nicholson & The Countrymen
  (Snocan) 105-K
- 41 38 BE SIDE ME Patricia MacDonnell (Yth Avenue) 613-K
- 42 49 COULD YOU TAKE ANOTHER CHANCE ON ME Jerry Lee Lewis (Mercury) 73248-K
- 43 42 MORE OFTEN THAN NOT lan & Sylvia (Columbia) 4-45475-H
- 44 ... RINGS Tompall & The Glaser Bros. (MGM) 14291-M
- 45 ... SHE'S ALL | GOT Johnny Paycheck (Epic) 10783-H
- 46 47 PAPA WAS A GOOD MAN
  Johnny Cash/Evangel Temple Choir
  (Columbia) 4-45460-H
- 47 48 ANSWER CALLS FOR ROSE Gleasonaires (Boot) 013-K
- 48 50 SHE'S LEAVING Jim Ed Brown (RCA) 74-0509-N
- 49 ... COUNTRY GREEN
  Don Gibson (Hickory) 1614-L
- 50 ... IT'S LATE (And I Have To Go) Carroll Baker (Columbia) C4-3002-H

# NEW RELEASES from RGA



MORSE CODE TRANSMISSION LSP 4575 Featuring their new single Oh Lord



BEN McPEEK'S LATEST FLING AT THE RECORD SCENE CASX 2537



SING IRISHMAN SING CASX 2539 Featuring their new single The Leprechaun



THE BIG FIDDLE SOUND OF AL CHERNY CASX 2535

A CANCON COLLECTION